

O.K. TO ENTER

11/08/04



Attorney's Docket No.: 06975-058001 / Ad Serving 01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Harry Morris et al. Art Unit : 2144
Serial No. : 09/690,007 Examiner : Tam T. Phan
Filed : October 17, 2000
Title : DISPLAYING ADVERTISEMENTS IN A COMPUTER NETWORK
ENVIRONMENT

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 28, 2004

Please reconsider the claims as discussed below in the Remarks.

The Listing of Claims begins on page 2.

The Remarks begin on page 9.